

# MARKETING AND MERCHANDISING MANAGEMENT (104)

## 104-102 - Marketing Principles

Provides an overview of marketing strategies and tactics. Major topics include traditional marketing, social media marketing, consumer segmentation, market research, new product or service development, distribution, pricing and integrated marketing communications. Credit for Prior Learning Available

3 Credit hours

54 Lecture hours

## 104-117 - Public Relations

Gives students an in-depth understanding of public relations strategies and techniques and how to apply them to help businesses and organizations achieve their online sales and marketing objectives. Key areas of focus include writing a news/press release, crisis management, social media, and online public relations. (Prerequisites: 104-102 Marketing Principles; Completion of or concurrent enrollment in 104-131 Social Media Management) Credit for Prior Learning Available

3 Credit hours

36 Lecture hours

36 Lab hours

## 104-125 - Advertising and Social Media Campaign

Focuses on creating and implementing advertising plans. Through a variety of assignments, participants are given the opportunity to create content, using Adobe Creative Cloud applications and other editing apps, design an advertising campaign and create a video or audio advertisement. Through practical and theoretical approaches, students prepare and present an advertising and social media campaign for a specific business or organization. (Prerequisites: 104-130 Marketing Digital Design; 104-131 Social Media Management)

3 Credit hours

36 Lecture hours

36 Lab hours

## 104-130 - Marketing Digital Design

Introduces digital media and tools used for social and digital content creation purposes. Students will learn current content trends and best practices per marketing channel. Provides students the opportunity to create content via photo editing, page layout, and video editing using Adobe Creative Cloud software applications, Canva, and other editing apps.

3 Credit hours

36 Lecture hours

36 Lab hours

## 104-131 - Social Media Management

Examines ways social media has influenced advertising and has changed to a one-to-one communication demanding almost instant feedback. Focuses on how businesses are using social media as well as how to manage social media channels, utilize analytics and communicate with consumers. Additionally explores the history and development of social media platforms such as Facebook, Instagram, YouTube, Twitter, Snapchat, TikTok, and LinkedIn.

3 Credit hours

36 Lecture hours

36 Lab hours

## 104-132 - Website Management

Explores the use of popular Content Management Systems (CMS) to create dynamic and responsive websites. Develops an in-depth understanding of search engine optimization and search engine marketing strategies and techniques. Also provides students with the knowledge necessary to analyze, optimize and create search engine friendly websites.

3 Credit hours

36 Lecture hours

36 Lab hours

## 104-133 - Social Video Creation

Covers fundamental techniques of video editing, sound editing, live video and creatively implementing video as a storytelling medium. Students will explore current video trends and best practices per social channels. Additional topics will include YouTube channel creation, advertising, and best practices. (Prerequisite: 104-130 Marketing Digital Design or 111-101 Introduction to Graphic Design)

3 Credit hours

36 Lecture hours

36 Lab hours

## 104-134 - Email and Mobile Marketing

Introduces the latest email and mobile marketing tactics and best practices. Challenges students to review business goals and apply marketing strategies to email campaigns, mobile messaging, responsive design and mobile advertising campaigns. (Prerequisites: 104-130 Marketing Digital Design; 104-132 Website Management)

3 Credit hours

36 Lecture hours

36 Lab hours

## 104-135 - Customer Relationship Management

Provides a sound foundation of Customer Relationship Management (CRM) concepts and best practices. Students will explore how to apply marketing tactics and strategies to maintain long-term customer relationships. Major topics also include Business to Business versus Business to Consumer marketing and implementation of popular CRM tools. (Prerequisite: 104-102 Marketing Principles)

3 Credit hours

36 Lecture hours

36 Lab hours

## 104-136 - Leadership and Ethics in the Digital Age

Explores concepts on how to become a leader within a diverse world and the marketing industry. Introduces ethical issues of digital media, which include copyright, advertising, privacy, mobile phones and messaging. Students will be exposed to real-life issues from a global perspective. (Prerequisite: 104-102 Marketing Principles)

3 Credit hours

36 Lecture hours

36 Lab hours

## 104-137 - Marketing Presentation and Portfolio

Serves as a capstone project for the Marketing and Social Media Management Program. Builds personal brand, presentation and collaboration skills. Students will create a final portfolio that will be presented to peers in the marketing industry. (Prerequisites: 104-134 Email and Mobile Marketing)

3 Credit hours

36 Lecture hours

36 Lab hours